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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : S. Sean Moore et al.
Application No. : 09/823,588 Confirmation No. : 6830
Filed : March 30, 2001
For : SYSTEM AND METHOD FOR METADATA-LINKED
ADVERTISEMENTS
Art Unit : 3622
Examiner : Daniel Lastra

New York, New York 10020
September 21, 2006

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY AND AMENDMENT ACCOMPANYING
REQUEST FOR CONTINUED EXAMINATION

Sir:

In reply to the final Office Action mailed
June 22, 2006 in connection with the above-identified
application, applicants respectfully request
reconsideration in view of the following:

Amendments to the Claims begin on page 2 of this
Reply.

Remarks begin on page 16 of this Reply.